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### **PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD**

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:30 p.m. on Monday, September 14, 2015 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

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PRESENT: Kevin Kuehn, Bernie Erickson, Erik Hoyer, Kramer Rock and Diane Ford  
ALSO PRESENT: Kevin Cullen, Lisa Zimmerman, Ryan Swadley, Rachel Patterson, Kasha Huntowski, and Beth Lemke

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#### **CALL MEETING TO ORDER**

1. Chairman Kuehn called the meeting to order at 4:32PM.
2. APPROVE/MODIFY AGNEDA

Motion made by Erik Hoyer and seconded by Diane Ford to approve the agenda.

Vote taken. MOTION APPROVED UNANIMOUSLY.

3. Update on program evaluation process  
Research Technician Ryan Swadley provided copies of public program evaluations and a chart of participant comments for the Building our Community and Spies lecture series. He has already used program suggestions to schedule 2016 public programs as well as redefine program series. In 2016 the Neville will debut 4 Hardcore History lectures and monthly Exhibits Exposed programs which will allow visitors to have more interaction with museum staff and artifacts related to the exhibits. Capturing on going evaluation is critical and part of the job responsibilities. Supervisor Hoyer recommended working in advance with WPR to have speakers traveling to Green Bay possibly provide interview segments on the Ideas network. Museum Director Lemke will be reaching out to WPR to follow up.

Discussion ensued; staff was commended on the process and encouraged to continue capturing data to share with the board, no action taken.

4. Update on social media plan  
Neville Public Museum Foundation Communications Coordinator Rachel Patterson shared the most recent stats on the Neville Dinos Taking Over Social Media (1 month check-in).

The dinos are “finding their place” at the museum-as a response to visitor questions about whether or not a dinosaur exhibit coming. Staff also used them as a way to make teaching museum etiquette more fun.

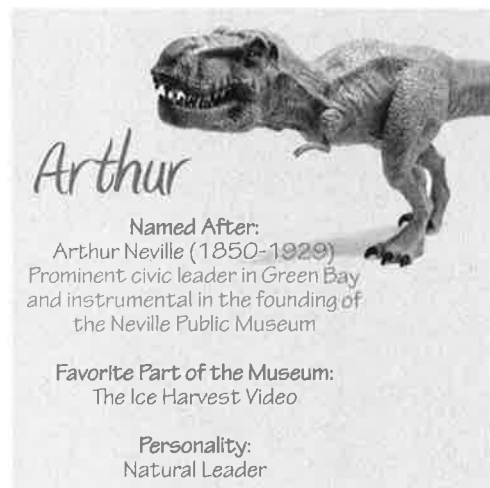
Each dino has a personality that can be seen in their actions and is named after an individual who loved and made contributions to the City of Green Bay and the NPM--Arthur (Neville), Ella (Neville), Frank (Duchateau), and Sophie (Beaumont).

#### Social Media Reach

Staff are still trying to figure out which social media platform is best-we started with Twitter (we only have 22 followers but those do include UWGB, Green Bay CVB, City of Green Bay, Appleton Post Crescent, Oneida Library).

To date statistics show 5,923 impressions and 1,126 profile clicks and counting.

The blogs posted through the Museum's Facebook account reached 1,366 and 1,543 people respectively.



Discussion ensued; staff was commended on the process and encouraged to continue capturing data to share with the board, no action taken.

5. Update on temporary exhibit survey  
Curator Lisa Zimmerman gave a PowerPoint presentation on the recent collection of a temporary exhibit survey that was shared with the email addresses in the Museum's Constant Contact account. Nearly 350 responses were collected and staff has begun analyzing the data collected by membership, age, gender and the written in comments to take action on future decisions of temporary exhibit subjects. Kramer Rock asked if this type of engagement would be on going. Museum Director Lemke stated yes this data collection is an ongoing effort of the department to make the best decisions for the future of the Museum exhibits, programs and fundraising. Supervisor Erickson shared comments on working with possible dealerships on a motorcycle exhibit tied to geography and anniversary events. Chair Kuehn provided information on social media content he received about a Super Harvest Moon Total Eclipse and related pubic programs as possible options for the upcoming Astronomy exhibit in summer of 2016. Discussion ensued; staff was commended on the process and encouraged to continue capturing data to share with the board, no action taken.
6. Museum Directors Report.  
Museum Director Lemke announced that the Education Specialist was no longer employed with Brown County as 180 calendar days of Short Term Disability was reached by the employee.

As part of the 2016 budget process Museum Director Lemke shared that the Education and Recreation Committee would be taking up the Museum's budget on Thursday, October 8, 2015 starting at 4pm at the Northern Building. At the Executive level an additional \$20,000.00 in levy has been added to the Museum's marketing line item. The money is to be only used to increase visitorship to the museum. Museum Director Lemke is to provide an accounting of those dollars and a measure to see how much money the \$20,000 investment generated. Museum Director Lemke provided the board an updated marketing/promotions budget with fixed expenses and variable expenses split out. Once the Museum's budget advances Museum Director Lemke will provide the board an updated marketing/promotions budget at the December meeting. Discussion ensued, no action taken.

#### **2015 Governing Board Meeting Dates**

Monday, November 9, 2015

Monday, December 14, 2015

7. Such other matters as authorized by law:  
Next meeting of the Neville Public Museum Governing Board will be **Monday, October 12, 2015 at 4:30pm.**
8. Adjournment. Motion to adjourn made at 5:28PM by Kramer Rock and seconded by Diane Ford Vote taken.  
**MOTION APPROVED UNANIMOUSLY**